Automotive News®

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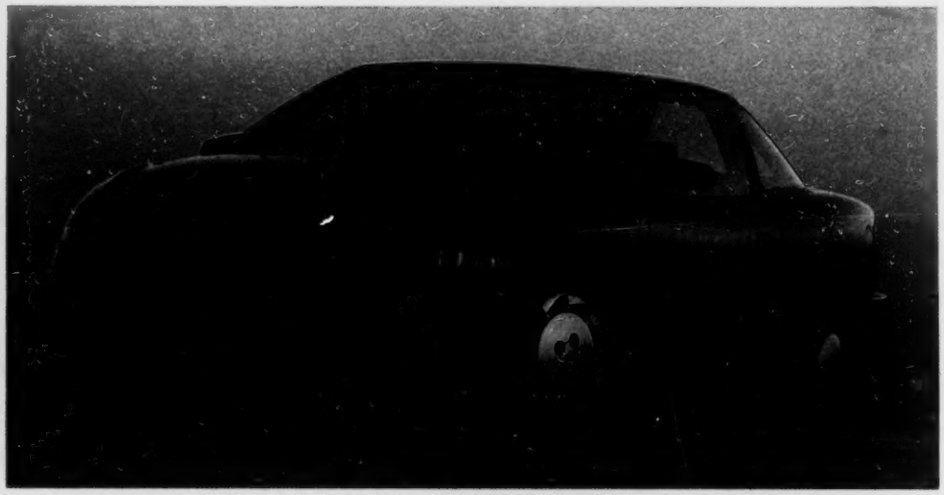
Saturn guns the engine for October introduction



After seven years of anticipation, Saturn's Sports Coupe, pictured here, and sedan are ready for sale in selected U.S. markets. Both cars have a long list of standard equipment. The coupe packs a 123-horsepower engine.

GM unveils its Japan-fighter

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

SPRING HILL, Tenn. — After $3 billion and eight years of planning, Saturn is ready to battle Japan Inc.

The fight begins this month.

The all-important pricing decisions have not been made public yet for the new General Motors line. But the product itself — a roomy but simple, small car that at least matches its entrenched Japanese competitors technology for technology — proves that the long-awaited Saturn is preparing for a market-share battle.

To start the fight, the car contains 54 patented or patent-pending inventions, ranging from electronic transmission controls to window regulators that can lower curved door glass. Other features, like injection-cast all-aluminum engines and recyclable plastic body panels, were not patentable, but they still set the car a pace apart from much of the industry.

Many of its innovations came via Saturn's close supplier relationships, directly inspired by the Japanese tradition of simultaneous product engineering between carmaker and supplier. Several of Saturn's suppliers and sub-suppliers, in fact, are Japanese parts makers with U.S. factories.

As GM's first small-engine subcompact since the 1976 Chevette,

see SATURN, page 42

PARIS

Protectionist politics could overshadow new products

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

PARIS — European automakers promise to have several hot novelty products on display at the Paris Auto Show this week, but the salon's real sizzle could come from an increasingly bitter debate here over Japanese access to Europe's car market after 1992.

Paris is at the center of mounting industry and political opposition to a European Commission initiative to ease restraints on Japanese imports after 1992, when the 12 European Community countries are scheduled to dismantle all internal trade barriers.

The commission, which is the European Community's executive arm, and Tokyo are understood to have agreed in principle to limit Japanese imports to 14.5 percent of the new-car market by 1997, up from just under 11 percent today.

Reportedly, the accord also would cap Japanese transplant production in Europe at 1.5 million cars annually, up from fewer than 100,000 currently.

But with Europe's carmakers

see PARIS, page 43

GM, UAW attack health care costs

Compromise in new pact could save maker $400 million a year

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

General Motors has won contract concessions from the UAW that could save the company more than $400 million in annual health care costs.

The compromise with the union could lead to cost penalties for GM workers who choose not to enroll in a managed care network and is expected to save GM 10 percent to 15 percent of its annual health care bill, which totaled $2.9 billion last year.

A letter signed by Alfred Warren, GM industrial relations vice president and chief negotiator, and approved by UAW Vice President Steve Yokich and attached to Exhibit C of the contract commits the union to attacking health care costs. The letter says a joint committee of union and GM representatives will look at ways to reduce company costs and modify the health care plan not later than July 1, 1991.

The letter specifically targets retiree health care costs and cites as one area of study "an approach limiting corporate contributions, similar to the approach taken by AT&T to address rising retiree health care costs."

Neither GM nor the union would comment on the letter last week prior to contract ratification, but the Communication Workers of America union, which represents AT&T employees, adopted two plans in its 1989 agreement that likely will cut health care costs.

One AT&T plan applies to active workers only and may be extended to retirees by 1992, said company spokeswoman Maureen Lynch.

Under the plan, sometimes described as the largest managed U.S. care network, active nonmanagement AT&T employees can select health care services within the network or pay higher costs to go outside the system.

The second AT&T plan takes effect July 1, 1995, and applies only to employees who retire after March 1, 1990. The company will pay a maximum of $2,650 for

see HEALTH, page 45

CHRYSLER IN THE '90s:

3 new car platforms slated to replace the aging K; targets are 1993-95; minivan, truck changes due

Third in a series.

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Beleaguered Chrysler Corp. — which watched sales and profits tumble in the late 1980s while failing to develop a single new domestic car — will replace virtually every one of its domestic cars within four years.

The problem for Chrysler and its dealers will be to stay financially healthy until the vehicles roll into showrooms.

Chrysler admits it is overly dependent on trucks — specifically minivans and Jeeps. But the company insists that its car market share will improve with upcoming products.

Despite reduced corporate earnings and a two-year, $2.5 billion cost-cutting plan, company executives say Chrysler's future product plan is sacrosanct.

The plan will be the heart of Chrysler's

see CHRYSLER, page 26

HIDDEN IMAGE/HANS G. LEHMANN

Once planned to replace Cherokee, the Jeep ZJ will debut in 1992 as an upscale sport-utility.

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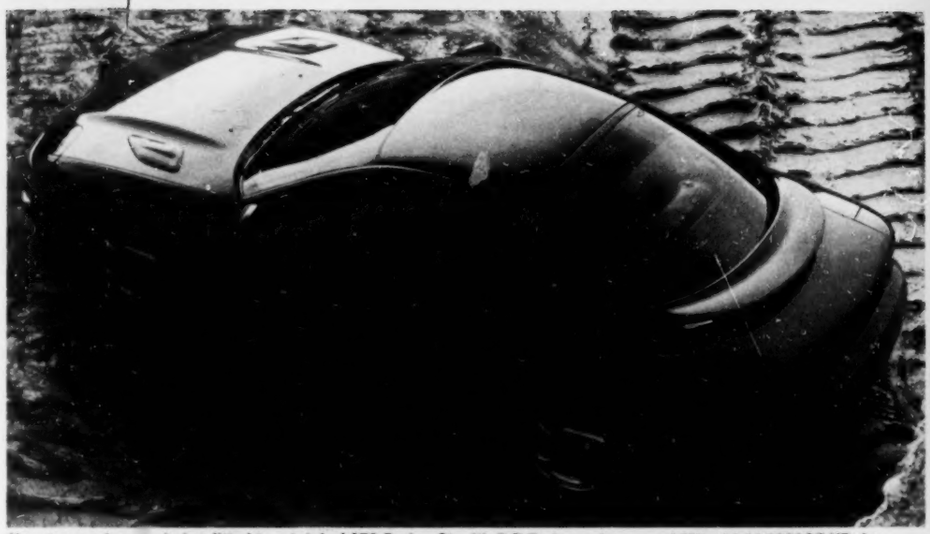
herica Corp. CEO quits:
or 18 years has headed Volvo's North
s, resigned Friday after the parent company
y cut his duties. Story on Page 2.

VOLVO
VOLVO NORTH AMERICA CORPORATION

Transaxle troubles hit early Stealth, 3000GT turbo cars



New transaxles are being fitted to a total of 270 Dodge Stealth R/T Turbos, above, and Mitsubishi 3000GT VR-4s.

By Mary Connelly and Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTERS

Two 1991 flagship models — the Mitsubishi 3000GT VR-4 and Dodge Stealth R/T Turbo — will not reach dealer showrooms until mid-October because workers at ports in California and Florida are replacing the cars' five-speed manual transaxles.

Non-turbo versions of the new Japanese-built sports coupes, jointly developed by Mitsubishi Motors Corp. and Chrysler Corp., are not affected, and cars are already being delivered.

West German transmission supplier Getrag GmbH & Cie. began air-freighting new transaxles to the United States after engineers determined that an estimated 10 percent of the initial 270 turbo versions built could be defective because of incorrect machining calibrations. Tooling has been adjusted so that models assembled after the initial run are not affected.

Mitsubishi engineers apparently detected the trouble in a pre-production model that tended to grind in third gear.

"They discovered that there had been a mis-machining. Something had gone wrong during the delicate process of putting that one transmission together," said Leo Hayes, director of product engineering at Mitsubishi Motor Sales of America Inc. in the United States.

Hayes said engineers determined that the transaxle's synchronizer was not calibrated correctly.

Mitsubishi Motor Sales of America confirmed that 130 Mitsubishi 3000GT VR-4 models are involved, and Dodge confirmed that 140 Dodge Stealth R/T Turbo units are being replaced.

"The problem was experienced in pre-production vehicles," the Dodge spokesman said. "So we went back to Getrag and had it fixed. We caught everything before any vehicles reached showrooms."

The 3000GT VR-4, priced at $31,000, is Mitsubishi's lead image model.

Similarly, the $29,600 Stealth R/T Turbo is the flagship model of the Dodge division. The 1991 Indianapolis 500 pace car is based on the Stealth R/T Turbo. Dodge expects to sell 18,000 Stealth units in the 1991 model year, about 20 percent of them R/T Turbo models.

GM nixes counting program cars in dealers' new-car sales

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Ray Green called unfair a General Motors decision against crediting the sale of a program car as a new-car sale when evaluating its dealers.

"It could give us a chance to test the dispute resolution clause in the new GM franchise agreement if a dealer is terminated for ineffective new-car sales," warns Green, president of the National Automobile Dealers Association.

Though not a sink-or-swim issue with the association, program or buyback cars pose a thorny problem.

An industry enigma, program cars fall somewhere between a new car and a used car. Essentially, they are vehicles sold to daily rental companies then repurchased by the manufacturers and sold a second time to franchised dealers through auto auctions.

Generally, program cars spend only a few months in daily rental fleets. Hence, they arrive on dealers' lots almost brand new, with low mileage and extra clean. Dealers like buy-back vehicles because retail profit margins are higher than on new cars.

But they argue that program cars steal from new-car sales. And dealers are evaluated on how many new cars they sell — among other things like customer satisfaction — and not how many program cars they sell.

NADA asserts that program cars should be taken into consideration when manufacturers evaluate a dealer's new-car sales performance — a factor if a manufacturer wants to terminate a dealer.

"We know that these new, low mileage vehicles take away from new-car sales," said Green. "Program cars should be factored into the formula if a dealer's performance is evaluated as not effective because of progam cars."

GM had said it was studying whether to credit program car sales as new-car sales at the behest of dealers. But Bob Ogden, GM director of sales and dealer operations, said last week the company decided against it.

Ogden said mixing new-car sales with used-car sales would muddle how the company and others track new-car sales and registrations. He further contends that sales evaluation is a part of the company's contract with its dealers, and the company is reluctant to change it.

AUTOMOTIVE NEWS/JOE WILSSENS

NADA President Ray Green wants program cars counted as new-car sales.

Green says he won't give up. "It is still being discussed by NADA line groups and dealer councils," he says. "I will go back and talk to them (GM) about it."

Volvo cuts Ahlstrom's duties; Ahlstrom cuts out

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Bjorn Ahlstrom, the president and chief executive officer of Volvo North America Corp. for 18 years, resigned last week because the Swedish parent company had cut his responsibilities.

AB Volvo is breaking up its overseas subsidiaries, including Volvo North America Corp., to make it easier to carry out Volvo's alliance with French manufacturer Regie Nationale des Usines Renault, Ahlstrom said.

"It's fairly easy to understand that the guy who's been running all this for 18 years is not exactly excited about having his responsibilities cut by two-thirds," the 56-year-old native of Sweden said.

Ahlstrom's resignation officially takes effect Dec. 31. His successor is Albert R. Dowden, 48, who was executive vice president under Ahlstrom and will take over Ahlstrom's duties as president and CEO today. Dowden will not assume Ahlstrom's title as chairman of Volvo Cars of North America.

The restructuring also gives Joseph L. Nicolato, president of Volvo Cars of North America, direct reporting responsibility to Volvo Car Corp. in Sweden. Even before Volvo had a partner, Nicolato had favored a more direct link with Sweden instead of reporting through Volvo North America Corp.

Volvo's Bjorn Ahlstrom: "Our cars . . . last forever. But I didn't."

"We now have one boss," said Robert C. Austin, spokesman for Volvo Cars of North America.

Nicolato will report to Lennart Jeansson, the president of Volvo Car Corp., who replaced Roger Holtback earlier this month after Holtback resigned. Jeansson will be chairman of Volvo Cars of North America, Ahlstrom said.

Similarly, the presidents of Volvo GM Heavy Truck Corp. and Volvo Penta of America marine engines report to the presidents of their respective units in Sweden.

Volvo and Renault are swapping minority shares in their car and truck subsidiaries. Ahlstrom said that couldn't be done under the existing structure, where all North American activities report to him.

The car and truck subsidiaries, which make up the lion's share of Volvo's business, have to be broken off so they can participate in the Renault deal, Ahlstrom said.

Currently, Volvo North America Corp. includes Volvo Cars of North America in Rockleigh, N.J.; Volvo GM Heavy Truck Corp. in Virginia, Utah and Ohio; Volvo Penta of America marine engines in Virginia; Volvo Finance North America Inc. in New Jersey; several Canadian subsidiaries, including an assembly plant in Nova Scotia, and other subsidiaries.

"There will be no Volvo North America any more, not like it is now. Instead of one, there will be five or six companies in North America," Ahlstrom said.

Following last Friday's announcement, Ahlstrom sounded upbeat on the phone and said he had been ready "to do other things."

"I love our cars; they last forever. But I didn't," he joked.

Ahlstrom said he simply couldn't accept the reduced responsibilities. "As a consequence, I resigned. It was mutually agreed and very friendly. That's not bullshit; I mean that. I love this company," Ahlstrom said.

In a television interview on Cable News Network last week, after he probably already knew of the impending changes, Ahlstrom said he was envious of "entrepreneurs who are immensely rich and can tell the world to go to hell if it

see VOLVO, page 44

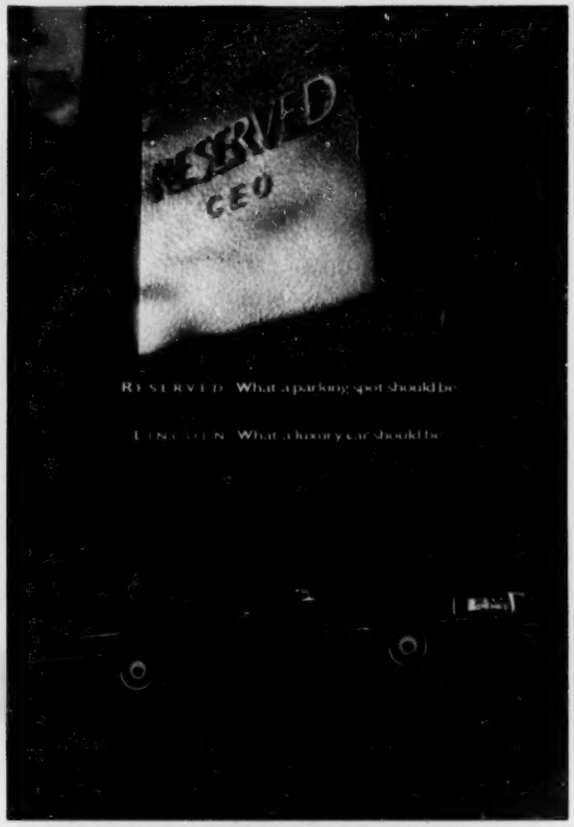
Crate appointed international editor

James R. Crate has been appointed international editor of *Automotive News*. He is based in Detroit and will plan and coordinate the newspaper's overseas coverage and supervise the paper's network of foreign correspondents and stringers.

Crate, 48, brings an extensive background in business and financial journalism to the position. His experience includes five years with *The International Herald Tribune* in Paris, where he was business and finance editor; four years as an editor on the business desk of *The New York Times*; and 3½ years as assistant business editor of *The Miami Herald*.

Crate

He has also worked for *The Ottawa* (Ontario) *Journal* and *The European Stars & Stripes*, the daily newspaper for GIs and their family members based in Europe and the Middle East.



Lincoln-Mercury hopes to stike gold with its '91 ad campaign.

Info-tainment ads

Familiar themes and a dash of humor mark Lincoln-Mercury's '91 campaign

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Lincoln-Mercury believes television commercials should be entertaining and informative.

That's why the division enlisted the assistance of dogs, cats, golf great Jack Nicklaus and even a Concorde jet to help launch its 1991 advertising campaign.

The campaign, which began last week with Tracer, features new themes in some ads and familiar themes with informative and/or humorous executions in others.

The 1991 Tracer ads carry the new themeline "Built to change your mind." One 30-second spot features a young woman executive climbing into her Tracer. She talks about the changes in her life and says she never thought she would drive anything built by an American car company.

The spot ends with "Built to change your mind" and the familiar Mercury cat running through the word "Mercury."

Stephen G. Lyons, L-M advertising manager, said Tracer's new theme is designed to challenge "traditional thinking" about small domestic cars in general and Tracer in particular.

The Tracer ads are aimed at young buyers who might be inclined to buy small Japanese cars. Lyons acknowledged that the yet-to-go-on-sale Saturn is also a potential Tracer competitor.

The new Lincoln ads are a continuation of the division's "icon" campaign that started three years ago.

One Lincoln Continental commercial cuts back and forth between shots of the speeding car and the speeding Concorde jet. The voice-over says: "1991 Lincoln Continental. It is to an everyday car what the Concorde is to everyday planes." The spot ends with the familiar "Lincoln. What a luxury car should be."

Also, Nicklaus continues as Lincoln spokesman.

On the humorous side is a Cougar commercial in which several dogs react nervously to the car as if it were a cat. As the car races past the dogs, the voice-over notes that "the new top dog is now a cat."

> **The Tracer ads are aimed at young car buyers who might be inclined to buy small Japanese cars.**

The spot concludes with the eight-year-old "Nothing moves you like a Mercury."

Commercials for other Mercury models start airing this month.

Mercury print ads appear in October issues of several magazines. Some Lincoln ads will be shown this fall, but most will be held until the 1991 professional golf season begins early next year.

L-M's campaign also includes television and print ads directed to the Afro-American and Hispanic markets.

Big 3 and eight importers fail to meet '90 car CAFE standard

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The Big 3's "domestic" cars failed to meet the corporate average fuel economy standard of 27.5 mpg for the 1990 model year.

Chrysler Corp. and General Motors had a domestic passenger car CAFE of 27.1 mpg, and Ford's CAFE rating was 26.4 mpg.

Under federal rules, cars with more than 75 percent North American content are classified as "domestic." The rest are classified as "imports." Each of the Big 3 exceeded the 27.5 mpg mandate for their "imports" by more than 2 mpg.

Eight import automakers did not meet the standard: BMW, Ferrari, Maserati, Mercedes-Benz, Peugeot, Porsche, Sterling and Volvo.

The National Highway Traffic Safety Administration hasn't yet figured the fines owed for the 1990 violations. Companies that don't achieve the standard can apply credits earned in previous years when they exceeded the requirement.

NHTSA assesses $5 for each tenth of a mpg which the manufacturer's CAFE level falls short of the standard. That figure is then multiplied by the total number of cars produced by the manufacturer in that model year.

Since 1983, the federal government has collected $164 million in CAFE fines. Five companies paid penalties for the 1989 model year ranging from Peugeot Motors of America Inc's. $487,800 to Mercedes-Benz of North America Inc.'s $20.4 million.

GM also failed to meet the two-wheel-drive truck CAFE of 20.5 mpg with its fleet rating of 20.2 mpg.

A fourth domestic manufacturer, Callaway Cars Inc., which produces a souped up Corvette, also failed to meet the CAFE, with a rating of 19.5 mpg.

Geo heads mileage race

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — For the fifth straight year, the car that is now the Geo Metro is the most fuel efficient new car sold in the United States.

The Metro XFI, engineered by Suzuki and sold by General Motors, is rated at 53 mpg city and 58 mpg highway driving, the EPA said last week in releasing its 1991 model-year fuel economy estimates.

The 1.0-liter three-cylinder Metro, classified as a subcompact, weighs 1,875 pounds. It won its early fuel-economy crowns as the Chevrolet Sprint.

The Lamborghini Diablo, a fire-breathing Italian import to be introduced in late fall for about $200,000, received the lowest fuel economy rating at 9 mpg city and 14 mpg highway. The 5.7-liter V-12 Diablo is classified as a two-seater. Its predecessor, the Countach, was the thirstiest car last year.

EPA said fuel economy varies widely within each of the nine classes. In the compact car category, fuel efficiency ranges from 37 city/43 highway for the Volkswagen Jetta diesel to the BMW M5's 11 city/20 highway.

To arrive at the fuel economy figures, EPA tests pre-production models on a dynamometer that resembles a treadmill. The test also yields emissions readings.

Fuel economy ratings must be displayed on window stickers of all new cars in dealer showrooms. New vehicles that get less than 22.5 mpg are assessed a gas-guzzler tax, beginning at $500.

FLEET CAFE AVERAGES FOR 1991 MODEL YEAR

Table gives corporate average fuel economy for each category, and shows federal standards for economy, in miles per gallon.

IMPORT CARS
Make, mpg
Suzuki, 47.4
Daihatsu, 41.5
Yugo, 34.0
Hyundai, 33.3
Isuzu, 33.2
Ford, 32.3
GM, 32.1
Honda, 30.8
Toyota, 30.6
Chrysler, 30.5
Mazda, 30.5
Alfa Romeo, 30.1
Mitsubishi, 30.0
VW, 29.0
Nissan, 28.4
Subaru, 27.8
Standard, 27.5
Volvo, 25.2
Peugeot, 25.1
Sterling, 24.9
BMW, 22.2
Porsche, 21.7
Mercedes-Benz, 21.4
Maserati, 19.2
Ferrari, 16.1

DOMESTIC CARS
Standard, 27.5
Chrysler, 27.1
GM, 27.1
Ford, 26.4

IMPORTED 2- AND 4WD TRUCKS
Suzuki, 32.6
Nissan, 25.2
Mazda, 24.1
Chrysler, 21.3
VW, 20.8
Standard, 20.0

IMPORTED 2WD TRUCKS
Isuzu, 25.3
Toyota, 24.2
Mitsubishi, 23.9
Standard, 20.5

IMPORTED 4WD TRUCKS
Subaru, 29.2
Daihatsu, 27.3
Toyota, 20.6
Mitsubishi, 20.1
Isuzu, 19.7
Standard, 19.0
Range Rover, 16.3

DOMESTIC 2- AND 4WD TRUCKS
Chrysler, 21.7
Ford, 20.0
Standard, 20.0

DOMESTIC 2WD TRUCKS
Standard, 20.5
GM, 20.2

DOMESTIC 4WD TRUCKS
Standard, 19.0
GM, 18.6

Source: NHTSA

Coming soon: Japan's leaner methods

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — If you think the Japanese are tough now, you haven't seen anything yet, according to a Massachusetts Institute of Technology research team.

So-called "lean production" is coming to America, and profound change is in the wind for U.S. auto dealers, an MIT study says.

MIT identifies the Japanese manufacturers, especially Toyota Motor Corp., as the best practitioners of lean production, but the study emphasizes that anyone can adapt the techniques.

Some aspects of lean production — low inventories and just-in-time delivery, for instance — have already taken root in America. MIT gives Ford Motor Co. high marks for learning some lean production techniques from Mazda Motor Corp.

But most changes have been confined to the factory, even at the Japanese transplant companies, although the concept includes much more than the factory. The Japanese haven't perfected lean production yet, and they haven't exported the entire system to America.

When they do, "the Western mass producers may be in for a final surprise before the end of the 1990s," the study says.

Compared to "mass production" — read Big 3 and European methods — lean production can build a much greater variety of higher-quality cars with half as much effort, in half the time, in half the space and with a fraction of the inventory, the study says.

The study is summarized in *The Machine That Changed the World* (Rawson Associates, $22.50), a new book based on a five-year, $5 million study of the world auto industry.

The study coins the term "lean production," but the emphasis is on "lean," rather than "production" because much more than the factory is involved.

Lean production embraces the entire business, including product development, model mix and model lifetimes, suppliers, factories, dealers and customers, with the elements feeding information to each other.

In lean production, customer preferences are the No. 1 consideration. In mass production, the factory comes first, and the customer and the dealer come last, the MIT team says.

For instance, Japanese salesmen call on their customers at home. They poll their customers to learn what kind of cars they like and when they might be in the market. All that information is passed along to the manufacturer, which uses the data to develop new cars.

In the West, little information flows from customer to dealer to manufacturer, the authors say. Manufacturers are more likely to build cars people won't want.

In turn, those cars may have to be discounted and/or forced on dealers, which costs money and/or alienates the dealers. Custom-ordering is not encouraged, and it takes much longer if it's attempted. And a customer is more likely to end up with a car that is not precisely what he or she wanted.

In Japan, dealers and the manufacturers develop a personal, long-term relationship with each other and with their customers, and they don't simply wait for customers to walk in the door.

"The automotive retailing system is the final element of the lean production system, and without that, the rest of the elements don't make sense," says Daniel T. Jones, a professor at the Cardiff Business School in England and a co-author of the book.

Glaval cuts basic package price

Range of offerings, marketing also changed for 1991 vehicles

By Joseph Bohn
TRUCK EDITOR

Glaval Inc. of Elkhart, Ind., has cut the price of its basic van conversion package in response to the tougher 1991 model-year market and simplified its range of equipment packages for dealer ordering.

The company also adopted a new marketing approach for its van conversions that emphasizes separate brand names for each chassis on which it builds.

Glaval is targeting 25,000 van conversion sales in the 1991 model year after wholesaling 16,370 in the 1990 season.

William T. Becker, Glaval vice president of marketing, advertising and consumer relations, said dealer orders for 1991 models totaled 1,320 units through mid-September, up about 34 percent from last year.

Since the overall market is down, dealers appear to be more selective in ordering conversion units from fewer companies, Becker said.

Glaval, the industry's second largest converter, is picking up business from competitors that have fallen on hard times.

The company has a new standard value conversion package with a dealer wholesale price of $2,691, down from $3,495 last year for its lowest-priced package.

The new package has just about all the features of the old one, Becker said, except for an overhead television, which is available in one of its optional equipment packages.

Glaval has a similar package on compact Chevrolet Astro and GMC Safari minivans with a wholesale price of $2,895. It includes some features, such as fiberglass running boards, that the full-sized van package does not have.

Glaval dropped its various conversion models, replacing them with simpler-to-order packages that give dealers more pricing latitude.

It now has nine "quick-spec" value packages as optional add-ons to the basic conversion package. They range from $295 to $1,995 at dealer cost.

Along with letting dealers choose their product/price points, Glaval is also promoting separate brands for each chassis on which it builds.

In doing so, it dropped the Glaval name from all its chassis and promotional literature.

All its Chevrolet conversions now emphasize the Gladiator name; all Ford conversions, the Universal name; all GMC, the Auto Form name; and all Dodge, the Primetime name.

Becker said the separate brand approach is designed to support dealers by eliminating the opportunity for customers to comparison-shop. There won't be different-make dealers across the street or around the corner from each other selling the same Glaval-branded conversion units, Becker said.

Major competitors like Mark III Industries of Ocala, Fla., and Starcraft Corp. of Goshen, Ind., use the same company name on their conversions.

Becker said the separate brand approach also reduces some of the confusion in consumers' minds, and lends more credibility to dealers' sales efforts.

It does not give Glaval a great deal of consumer awareness, since most buyers aren't as familiar with an Auto Form or Primetime conversion as they would be with a Glaval.

But Becker said that is what his dealers wanted, and they are the real key to retailing his products.

Glaval is supporting the new brand efforts with point-of-purchase merchandising displays for dealers, product literature and other merchandising aids.

It has created sleek car-type product posters for dealership displays and retail event giveaways and a series of hang tags for its vans, as well as consumer information brochures, like *Taking the Mystery Out of Shopping for a Van Conversion*, which it updated.

Fiberglass spare tire discs on the back of the company's conversion vans also feature the original-equipment brand logo and the Glaval brand, such as Gladiator.

For 1991, the company also stopped producing its own commercials for dealers. It is supplying them with video footage that they can use in working with local ad agencies or television stations, Becker said.

RECREATIONAL VEHICLE WHOLESALE DELIVERIES

	July 1990	July 1989	% change	7 mos. 1990	7 mos. 1989	% change
Travel trailers	5,200	4,600	+ 13.0	36,700	36,000	+ 1.9
Park Trailers	500	500	−0.0	4,200	4,500	− 6.7
Travel trailers—fifth wheel	2,100	2,100	−0.0	18,700	18,100	+ 3.3
Folding camping trailers	2,700	2,600	+ 3.8	19,600	20,200	− 3.0
Truck campers	700	900	−22.2	6,400	6,600	− 3.0
Towable RV total	**11,200**	**10,700**	**+ 4.7**	**85,600**	**85,400**	**+ 0.2**
Conventional (type A)	2,400	3,100	−22.6	20,100	22,600	− 11.1
Van Campers (type B)	500	300	+66.7	3,800	3,200	+18.8
Chopped vans (all)	1,500	1,300	+ 15.4	12,300	14,300	−14.0
Motor home total	**4,400**	**4,700**	**− 6.4**	**36,200**	**40,100**	**− 9.7**
Van conversions	16,100	16,500	− 2.4	118,300	123,800	− 4.4
TOTAL ALL RVs	**31,700**	**31,900**	**− 0.6**	**240,100**	**249,300**	**− 3.7**

Source: Recreation Vehicle Industry Association

Chevy officials say truck sales will rise, RV sales won't

By Joseph Bohn
TRUCK EDITOR

DETROIT — Chevrolet officials are still bullish about increasing their 1991-model truck sales, though they're not quite as optimistic about RVs.

J.C. Perkins, Chevrolet general manager, said he expects to sell about 1.4 million trucks in the 1991 model year, up from about 1,275,000 in 1990. Perkins spoke at a 1991-model press preview here.

The forecast is based on a number of product/marketing actions.

Chevrolet expects to get a lift in full-sized C/K pickups from increased production of extended-cab models, according to Frank F. Raine Jr., Chevrolet marketing manager, trucks.

The division has been short of extended-cab models, which are particularly popular in the 6.5-foot "short-box" pickup models.

Raine expects extended-cab models to account for "30 percent or better" of full-sized C/K pickup sales in the 1991 model year, up from a current 25 to 26 percent.

In the 1991 model year, Chevrolet officials also plan to expand availability of the Sportside models that were available only on short-wheelbase C/K models.

Ford Division doesn't have a pickup body style similar to the Sportside, though its dealers have been pressing the company for one.

Altogether, Chevrolet expects to sell about about 30,000 more C/Ks in the 1991 model year than its estimated 456,000 sales for the 1990 model year.

The S-Blazer is also expected to get a lift from increased availability and stronger marketing support behind the four-door model. Sales are expected to increase by about 30,000 in the 1991 model year over the estimated 155,000 for 1990.

Officials plan stronger support for the S-10 pickup, which has more attractively priced and equipped option packages for 1991.

Chevrolet anticipates selling about 225,000 S-10s compared to about 210,000 for the 1990 model year.

The division is looking for a 20 percent lift in Geo Tracker sales to about 35,000 in 1991, based on the availability of a new, less expensive two-wheel-drive model.

Chevrolet anticipates some decline in sales of its full-sized Suburbans and G-vans.

"We're beginning to see a little softness on the part of the RV manufacturers who are not necessarily ready to take a big allocation for conversion vans," said Perkins.

Events in the Middle East "caused us to rethink the RV piece of it (sales)," added Raine.

Still, Chevrolet officials are looking for a rebound in that market by early 1991 if there is no disruption in the oil supply.

Ford officials have a similar viewpoint.

They expect the industry to start the 1991 model year off softly and improve gradually.

Ford sold about 152,000 full-sized Econoline vans in the 1990 model year, about 25 percent of which were converted.

Thomas J. Wagner, Ford Division general manager, declined to provide an Econoline sales projection for 1991 at a new-model press preview.

Ford's outlook is partially complicated by the fact that it is introducing an all-new Econoline/Club Wagon series next year, which involves a protracted changeover.

Van chassis suppliers such as Ford and Chevrolet had good orders for their conversion chassis in June and July when the market outlook was still good.

As a result, they overproduced chassis very early in the 1991 model run and are expected to make some production adjustments during the next two months.

At Chevrolet, officials are looking for about 105,000 full-sized G-van sales in the 1991 model year, down from an estimated 110,000 in 1990. About 60 percent of the 1990 models were conversion chassis shipped to the RV market.

RV BRIEFS

Harley folds Aviator

WAKARUSA, Ind. — Holiday Rambler Corp. laid off 180 of its 1,800 employees and phased out its Aviator Van Conversions operation. Holiday Rambler, a major Ford pool account, also closed its Utilimaster Corp.'s manufacturing plant in Woodland, Calif.

H. Wayne Dahl, president and chief operating officer of Holiday Rambler, said sales of Aviator and the Utilimaster operations in California dropped to $1.6 million in the first half of this year, down from $8 million a year earlier.

Holiday Rambler's RV sales have dropped as much as 50 percent in recent weeks, according to Richard Teerlink, president and chief executive officer of Harley-Davidson Inc., Milwaukee, Holiday Rambler's parent company.

Ford increases discount

DEARBORN, Mich. — Ford Motor Co. increased the discount on its RV converter package for E-150 van conversion chassis to $1,500. It had been offering free air conditioning, worth $970.

RV converter packages on the E-150 have a manufacturer's suggested retail price of $2,677 for the regular van and $2,510 for the Super Van. Their discounted net prices drop to $1,177 and $1,010.

Converter packages on the E-250 and E-350 van chassis, which have a retail price of $2,050, carry $1,000 discounts, bringing their bottom-line price to $1,050.

Tread Lightly expands

OGDEN, Utah — Tread Lightly, a program designed to educate operators of off-highway vehicles about land protection, is in the final stages of incorporation as a non-profit organization.

Tread Lightly has been under the auspices of the U.S. Forest Service and U.S. Bureau of Land Management for the past two years.

Coachmen introduces Orion touring vehicle

Coachmen Industries of Elkhart, Ind., has a new Orion luxury touring vehicle. It has Ford Motor Co.'s 351-cubic-inch fuel-injected V-8, front-wheel drive and four-wheel independent suspension. The hood flips forward for easy accessibility. Windows are extra-large and tinted, and the overall height of the vehicle is just under eight feet. Interior height is 6 feet 1 inch. The Orion has a three-year/36,000-mile powertrain warranty and a service network of 700 Ford Power Products dealers. Its suggested retail base price is slightly under $50,000.

TV spending on auto ads rises 8%

GM and Chrysler post gains for 1st half; but dealer outlays dip

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Television ad spending by automakers, dealers and dealer associations rose 8 percent to $1.5 billion in the first six months of 1990, according to the Television Bureau of Advertising.

Adjusted for television advertising rate increases, the real year-to-year growth in television automotive advertising in the first half was just 2 percent, said Rodney Nevocat, project director and media analyst at McCann-Erickson in New York.

General Motors retained its position as the leading automotive television advertiser with $433.8 million in total ad expenditures, a 7 percent increase over the first half of 1989.

The figures include all spending for network, spot and dealer association advertising.

Second place went to Ford Motor Co., although its television ad spending declined 7 percent to $198.1 million.

Ford did not respond to requests for an explanation.

Chrysler Corp., held on to the No. 3 spot as it increased first-half television ad spending 9 percent to $188.5 million.

"Network automotive revenues are up because some factories boosted corporate campaigns, recognizing the importance of protecting market share with continued television advertising weight," said Jim Joyella, Television Bureau of Advertising president.

"Dealers, on the other hand, fund their advertising through co-op plans with the factories, based on number of cars sold. When sales are down, as they are now, the advertising dollars are simply not there. The decline in spot revenues is a direct reflection of a down auto market."

Atlanta Toyota, which came in first by spending $1.5 million, was down 33 percent from the same period last year. Cal Worthington of Sacramento, Calif., was second, spending $1.2 million, 20 percent more than it spent last year.

THE TOP 15

Leading TV advertisers among U.S. auto dealers in the first half of 1990.

	Jan.-June 1990
AUTO DEALER CATEGORY TOTAL	$143,889,500
Atlanta Toyota, Atlanta	1,535,300
Cal Worthington, Sacramento	1,157,500
Lynn Hickey Dodge, Oklahoma City	901,700
Foothill Nissan, Los Angeles	836,800
Celozzi-Ettleson Chevrolet, Chicago	810,000
Worthington Chevrolet, Houston	750,000
Pete Ellis Motors, Los Angeles	704,300
Cal Worthington, Los Angeles	695,800
Cerritos Auto Square Dealers, Los Angeles	669,900
Long-Lewis Ford, Birmingham	643,600
Ricart Ford, Columbus, Ohio	610,500
Ed Mullinax Ford, Cleveland	585,300
Maher Chevrolet, Tampa	575,300
River Oaks Toyota, Chicago	560,300
Sonny Hill Motors, Kansas City	549,300

SOURCE: Television Bureau of Advertising from analysis of Arbitron data in the top 75 markets.

NEW-CAR ADVERTISING BY NAMEPLATE

(Figures in millions)

Make	January-June 1989 Network TV*	January-June 1989 Total TV	January-June 1990 Network TV*	January-June 1990 Total TV	Percent change
1. Toyota	$26,605	$64,280	$37,137	$86,125	+34
2. Nissan	19,360	57,443	51,805	78,996	+38
3. Ford	35,260	70,613	44,604	75,211	+ 7
4. Honda	23,231	53,407	33,920	60,256	+13
5. Chevrolet	43,842	72,324	35,401	58,482	-19
6. Oldsmobile	39,931	66,364	38,261	55,866	-16
7. Buick	30,732	46,837	29,643	52,639	+12
8. Pontiac	46,392	71,514	22,292	48,890	-32
9. Hyundai	27,063	54,361	13,691	45,124	-17
10. Mazda	13,537	37,203	21,866	45,032	+21
11. Cadillac	18,944	33,491	20,257	33,557	0
12. Acura	17,712	27,389	19,652	32,154	+17
13. Subaru	39,706	49,542	27,828	32,040	-35
14. Mitsubishi	17,931	34,928	20,355	31,511	-10
15. Volkswagen	9,078	20,045	17,407	30,324	+51
16. Dodge	14,451	32,490	12,331	29,817	- 8
17. Lexus	—	—	19,669	29,240	—
18. Mercury	23,754	38,929	14,491	26,980	-31
19. Geo	21,358	29,587	12,401	26,236	-11
20. Plymouth	13,505	22,655	15,711	25,111	+11

NOTE: Expenditures for television commercials advertising two nameplates or vehicle types are divided between the two brands. Includes Dealer Associations and leasing.
*Network: includes national syndication advertising.
SOURCE: Television Bureau of Advertising from analysis of data compiled by Arbitron.

NEW-TRUCK ADVERTISING BY NAMEPLATE

(Figures in millions)

Make	January-June 1989 Network TV*	January-June 1989 Total TV	January-June 1990 Network TV*	January-June 1990 Total TV	Percent change
1. Ford	$42,978	$75,969	$36,396	$65,567	-14
2. Chevrolet	24,813	51,668	38,366	61,469	+19
3. Toyota	9,697	36,689	14,976	45,599	+24
4. Jeep	18,385	34,363	21,965	30,848	-10
5. Dodge	7,611	28,111	12,954	26,752	- 5
6. Nissan	3,137	20,529	14,426	25,489	+24
7. Mazda	5,837	14,707	11,080	23,718	+61
8. Isuzu	6,269	16,058	8,986	22,123	+38
9. Pontiac	—	—	17,350	20,110	—
10. GMC	861	17,032	930	19,444	+14

NOTE: Expenditures for television commercials advertising two nameplates or vehicle types are divided between the two brands. Includes Dealer Associations and leasing
*Network: includes national syndication advertising.
SOURCE: Television Bureau of Advertising from analysis of data compiled by Arbitron.

TV ADVERTISING BY MANUFACTURER

(Figures in millions)

Make	January-June 1989 Network TV*	January-June 1989 Total TV	January-June 1990 Network TV*	January-June 1990 Total TV	Percent change
CATEGORY TOTAL	$715,412	$1,388,887	$864,557	$1,504,769	+ 8
1. GM	237,713	404,622	266,274	433,827	+ 7
2. Ford	119,440	213,307	115,307	198,155	- 7
3. Chrysler	86,230	172,257	123,419	188,499	+ 9
4. Toyota	40,231	105,875	73,178	162,389	+53
5. Nissan	22,577	78,663	75,866	125,657	+60
6. Honda	40,944	81,870	53,572	93,038	+14
7. Mazda	19,392	51,995	34,321	70,189	+35
8. Hyundai	27,063	54,361	13,691	45,123	-17
9. Mitsubishi	18,135	35,549	25,910	40,854	+15
10. Volkswagen	20,550	37,700	17,509	35,439	- 6
11. Fuji	39,706	49,542	27,828	32,040	-35
12. Isuzu	8,014	18,927	10,198	24,515	+30
13. Daimler-Benz	9,404	15,908	14,932	22,989	+45
14. BMW	6,268	16,324	9,316	14,955	- 8
15. Saab-Scania	2,088	5,814	2,164	5,416	- 7

SOURCE: Television Bureau of Advertising from analysis of Arbitron data.
*Network includes national syndicaiton advertising.
NOTE: Includes new passenger cars, trucks and vans, leasing. Excluded is non-car, non-truck TV advertising.

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Mid-month sales drop 5% despite transplant strength

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Strong sales by transplant automakers helped limit the Sept. 11-20 sales decline to 5.7 percent from last year.

Each of the Big 3 reported lower sales as 320,505 cars and light trucks were delivered during the period. Car sales totaled 204,675, a 2.7 percent drop; truck sales were 115,830, a dip of 10.6 percent.

The mid-September period had nine selling days each year.

Cars and truck sales were down across the board for General Motors, Ford Motor Co. and Chrysler Corp.

Ford Escort picked up steam for the second straight 10-day period while sales of its cross-town rival, Chevrolet's Geo Prizm, declined from a year ago for the second straight period.

Their performances were mirror images — Escort up 11.25 percent; Prizm down 11.25 percent.

The Lincoln models, Ford Crown Victoria and Mercury Grand Marquis joined Escort in the "up" column, but all other Ford Motor Co. nameplates posted declines. Ford's overall vehicle sales fell 7.8 percent — 7.7 percent for cars and 7.9 percent for trucks.

Despite fewer Prizm sales, Chevrolet reported higher car sales for the period, the only GM division to do so. Chevrolet sold 3,536 more cars than it did a year ago with gains for every nameplate except Prizm, Corsica/Beretta and Corvette. Corvette sales were off 64.13 percent.

GM's overall sales slid 10 percent with cars down 6.4 percent and trucks off 16.3 percent.

Chrysler's truck sales, long its strength, were down 18.5 percent, and its car sales fell 12.1 percent for a combined-vehicle sales decline of 15.1 percent.

For the transplants, Nissan was the winner with an increase of 137.8 percent in car-truck deliveries.

Robert Peltier, owner of Robert Peltier Nissan/Pontiac in Tyler, Texas, attributed the increase to more inventory this year. "No dealers had inventory at this time last year because of a Pot of Gold incentive program that ended in August," he said.

Honda was up 21.1 percent in sales of U.S.-built cars; Mazda was up 134.7 percent; and Toyota was up 52.8 percent. Mitsubishi reported a 6.8 percent decline.

10-DAY SALES

DOMESTIC BUILT CARS

	Sept. 11-20, 1990	% change '90 vs. '89
Eagle	1,551	- 9.4
Chrysler	5,625	+ 14.4
Dodge	11,046	- 5.0
Plymouth	6,478	- 34.2
CHRYSLER MTRS.	**24,700**	**- 12.1**
Ford	35,255	- 9.4
Lincoln	4,829	+ 13.1
Mercury	10,460	- 9.8
FORD MOTOR	**50,544**	**- 7.7**
Buick	16,430	- 16.8
Cadillac	9,001	- 1.8
Chevrolet	37,732	+ 10.3
Oldsmobile	17,995	- 22.0
Pontiac	18,766	- 8.9
GENERAL MTRS.	**99,924**	**- 6.4**
HONDA	**13,364**	**+ 21.1**
MAZDA	**2,180**	**+134.7**
MITSUBISHI	**1,325**	**- 6.8**
NISSAN	**3,756**	**+ 96.4**
SUBARU	**563**	**—**
TOYOTA	**8,319**	**+ 52.8**
U.S. CAR TOTAL	**204,675**	**- 2.7**

TRUCKS

Chrysler	71	- 31.7
Dodge	10,551	- 16.8
Jeep	5,710	- 24.7
Plymouth	3,840	- 12.4
CHRYSLER MTRS.	**20,172**	**- 18.5**
FORD MOTOR	**38,750**	**- 7.9**
Chevrolet	39,314	- 16.4
GMC	9,592	- 31.0
Oldsmobile	1,184	—
Pontiac	879	—
GENERAL MTRS.	**50,969**	**- 16.3**
ISUZU	**886**	**—**
NISSAN	**5,053**	**+182.0**
U.S. TRK. TOTAL	**115,830**	**- 10.6**
U.S. CAR-TRUCK TOTAL	**320,505**	**- 5.7**

There were 9 selling days in the period this year and 9 last year.

PARIS

FROM PAGE 1

facing plateauing or declining sales, many industry and political leaders have accused the commission of giving away all of the European market's forecast growth.

France's Peugeot and Renault, which have led opposition to the EC's position, apparently have been successful in converting much of the industry to a protectionist point of view. Indeed, West Germany's Daimler-Benz, a major exporter to Japan, is reported to be the only European manufacturer now solidly in favor of unrestricted access for Japanese carmakers.

The biennial Salon de Paris offers a tempting platform to air such issues in a dramatic forum. From press-conference pulpits this week, the industry's leading protectionist voices — Peugeot S.A. Chairman Jacques Calvet and Renault S.A. Chairman Raymond Levy — are expected to raise the political debate to a fever pitch.

The salon also could offer a setting for the announcement of any results from recent talks between Chrysler Corp. and Fiat S.p.A. At the 1988 Paris show, the two companies finalized a deal for distribution of Fiat's Alfa Romeo 164 through Chrysler dealers in the United States.

Among those scheduled to hold press conferences in Paris this week is Chrysler Chairman Lee Iacocca.

On the product side, French carmakers have enough in the pipeline to turn Paris into a new-car extravaganza — but they won't.

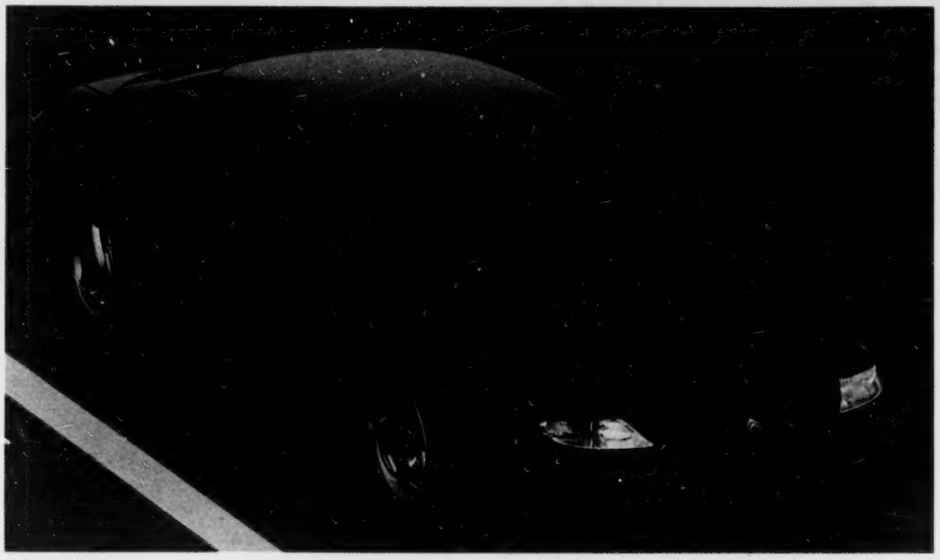
Renault has a heavily revised Espace minivan and a new Alpine sports car in the works, but neither will be seen at Paris, according to the company's sales and marketing chief, Paul Percie du Sert.

In line with a Levy decree that new products be shown only when they are ready for showrooms, the new Espace will be shown at the Geneva show next March, he said.

Citroen's forthcoming lower-medium-class entry, code-named N2 and likely to be called either the FX or ZX, had been expected at Paris. But in a recent interview, Citroen's chief executive, Xavier Karcher, said the new car will not be shown before the first quarter of next year.

Instead, Renault and Citroen will roll out concept cars.

Citroen, a Peugeot unit, will show the Activa 2, a four-seat coupe that could form the basis of a future production model to compete in the upper-range coupe segment typified by the BMW 850i.



ACTIVA 2

Citroen's four-seat, two-door concept coupe could one day compete with cars like the BMW 850i, but there are no plans to build it. Designed by Peugeot S.A.'s Group Technical Directorate, it is powered by a 3.0-liter V-6 engine developing 200 horsepower.

But Karcher said there are no current plans to build it.

Designed by Peugeot S.A.'s Group Technical Directorate, the Activa 2 is the successor to the original Activa displayed at the 1988 Paris show.

Power comes from a 3.0-liter, 24-valve V-6 engine that develops 200 horsepower. It is equipped with Citroen's hydractive suspension and includes an electrohydraulic height corrector to maintain a constant ride height.

In addition, the Activa suspension raises itself when the doors are opened at rest to facilitate passenger exit and entry.

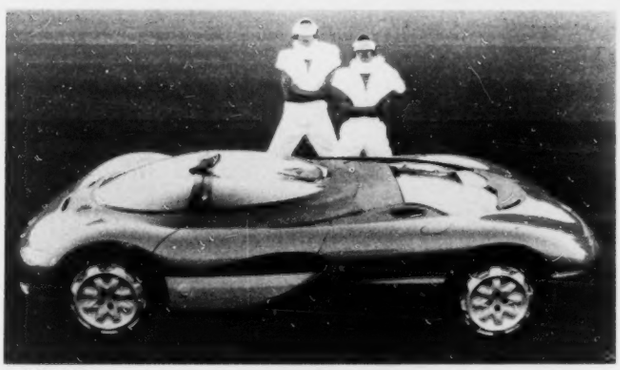
Renault will show the Laguna, a two-seat sports-car prototype powered by a mid-mounted, 2.0-liter turbocharged engine from the Renault 21 2L Turbo that delivers 210 hp.

The rear-driven car reaches a top speed of more than 155 mph.

The Laguna has a sliding tonneau cover instead of a conventional top, semi-automatic gullwing doors and concealed roll hoops located behind the driver and passenger that raise automatically when the car rolls over.

Renault engineers slashed weight by extensive use of composite materials such as Kevlar and carbon fiber.

A new Mercedes, the 500E, could be the show's biggest attention-grabber. The 326-hp car, powered by a 32-valve V-8 from the Mercedes SL, will serve as a new range-topper for the mid-sized W124 line and will go on sale next spring.



LAGUNA

Renault's two-seat sports car prototype is powered by a mid-mounted, 2.0-liter turbocharged engine producing 210 horsepower.

Now in pilot production at Porsche AG's plant in Zuffenhausen, Germany, the 500E was reworked by Porsche's Weissach Technical Center to accommodate the new powerplant.

The price in Germany is expected to be about 130,000 marks ($84,000).

Volkswagen AG's Spanish subsidiary, Seat, will show the Proto C, a concept vehicle by ItalDesign's Giorgetto Giugiaro that anticipates the Seat Ibiza supermini of the future. But Seat apparently will not show the Giugiaro-designed Toledo compact sedan at Paris. That model is expected to go on sale early next year.

A prototype of the Ferrari Mondial T with the Valeo Electronic Clutch — which doesn't require a clutch pedal — will be displayed on the Valeo stand. The special Mondial, destined for the U.S. market only, is still six months away from production.

Mitsubishi will show the Sigma, a sister version of the new upmarket Diamante sedan. The Sigma will begin reaching some European markets late this year.

Citroen sets intro of N2 for early '91

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

PARIS — Automobiles Citroen will make its long-awaited entry into Europe's crowded, but crucial, lower-medium segment early next year.

Xavier Karcher, chief executive of the Peugeot S.A. unit, confirmed that the all-new model, known internally as the N2, will debut during the first quarter of 1991.

The vehicle will be among the most significant new-car launches in Europe during 1991 because it will place Citroen in a segment in which it does not now compete. As such, it is central to parent Peugeot's declared aim of capturing first place in the European sales rankings in the early 1990s.

Peugeot S.A., which includes the Peugeot and Citroen brands, is now third in European car sales behind the Volkswagen and Fiat groups and commands a market share of just under 13 percent.

Citroen's penetration in 17 West European countries last year was 4.7 percent on sales of about 450,000 cars, while Peugeot achieved 8.1 percent.

Karcher said Citroen has risen to 4.9 percent so far this year, but is still short of target.

"We have not reached the goal that we set for ourselves," he said. "We would have liked 5.3-5.4 percent."

Karcher blamed the failure on disappointing results in France, where Citroen's share has been about 12 percent during the last three years, and in Italy, where penetration has declined this year.

Karcher said the N2 will be positioned between its AX supermini and BX compact models in a segment that accounts for about four million sales annually, almost a third of the total West European market.

The segment is Europe's biggest, but it is also becoming the most competitive. Ford recently introduced an all-new Escort/Orion; VW will replace the Golf, the best-selling car in Europe, next year; and General Motors will bring out a successor to the Opel Kadett — last year's second best-selling model.

The front-wheel-drive N2 is believed to share a platform with the successor to the Peugeot 309.

Mercedes is top brand with world consumers, survey finds

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Mercedes-Benz is the "most powerful" automotive brand in the world, followed by Toyota, Rolls-Royce, Honda and Ford, according to a survey of consumers in Japan, Europe and the United States.

"Most powerful" means the most recognized and most respected.

The same survey indicates that while U.S. consumers are more familiar with domestic automobile names than import names, they do not have especially high regard for domestic vehicles.

The survey was conducted by Landor Associates, a New York-based identity management and design consulting firm. Its findings are based on interviews with 5,000 consumers in the United States, 1,500 in Japan and 3,500 in Europe. The survey was conducted during the spring and summer of 1990.

Landor uses the survey results to help its clients better understand and use the power of their corporate and consumer brands. Landor provides corporate identity, brand identity and packaging and retail identity services for its clients.

The participants were asked to rate their "share of mind" or awareness of 4,000 leading brand names as well as their "esteem" or how they regard those brands. No consumer ranked more than 800 brands.

By combining the two rankings, Landor arrived at its ImagePower ratings, which measure the "power" of a specific brand.

The "most powerful" brand name in the world, according to the survey, is Coca-Cola, followed by Sony and Mercedes-Benz. Mercedes-Benz ranks 12th in awareness and second in esteem.

The survey lists the top 300 brand names in the United States, the top 300 in Europe and the top 300 in Japan. Each geographic area's findings are ranked from 1 to 300 in terms of ImagePower, awareness and esteem.

In the survey of U.S. consumers, Chevrolet is the "most powerful" automotive name. It ranks seventh in awareness, but it is 107th in esteem. General Motors is the second "most powerful" automotive name. It is 13th in awareness and 116th in esteem. The third "most powerful" automotive name in the United States is Ford, according to the survey, followed by Toyota, Mercedes-Benz, Honda, Oldsmobile, Dodge, Cadillac and Buick.

European consumers generally rate both Japanese and American automotive brands higher in awareness than esteem while Japanese consumers rate European brands higher in esteem than awareness.

Japanese consumers named only two American automobile brands — Cadillac and Ford — in their survey. Both rated higher in esteem than in awareness.

"European and Japanese auto manufacturers have especially strong positions in the United States relative to their ImagePower rankings," said John Hudson, director of marketing at Landor. "This suggests that U.S. automakers ought to be concerned about the comparatively low esteem consumers have for their products."

WORLD'S MOST POWERFUL CAR BRANDS

Chart shows overall rank and rank in two categories. Non-car products not shown.

Brand	Global Image	Share of Mind	Esteem
Mercedes-Benz	3	1	6
Toyota	7	6	23
Rolls-Royce	11	23	3
Honda	12	9	22
Ford	16	10	24
Porsche	19	27	11
BMW	21	32	12
Jaguar	27	40	19
Nissan	29	22	57
Cadillac	31	30	33
Volvo	37	47	34
Chevrolet	39	29	70
Ferrari	42	71	20
Audi	50	58	59

SOURCE: Landor ImagePower Survey

New rebates for GM and Ford as model year opens

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. and General Motors marked the official public introduction of their 1991 vehicles by revising the consumer cash incentive programs on those models.

In Ford's new program, which runs through Dec. 11, rebates on some 1991 Ford and Mercury models are $250 and $500 less than under the program that ended Sept. 26, and consumer cash paybacks on all 1990 carryover vehicles have been eliminated in favor of per-unit cash incentives to dealers.

Some of GM's consumer rebates on 1991 models are $200 to $500 less than before the cars were officially introduced.

Ford's modified program offers buyers cash allowances of $500 on all 1991 Ford and Mercury cars and most 1991 light trucks. The Bronco has a $1,000 rebate, and the Ford Explorer and Lincoln models do not carry incentives.

Ford has eliminated 60-month finance terms from its program. In lieu of rebates, it is offering customers finance rates of 7.9 percent for contracts up to 48 months.

The per-unit incentives to dealers on carryover 1990 Fords are $700 on Festiva; $1,000 on Crown Victoria, Escort, Tempo and Mustang; $1,300 on Taurus; $1,400 on Thunderbird; and $3,000 on Taurus SHO.

Ford light trucks carry dealer rebates of $1,000 on Ranger, $1,100 on F series, $1,300 on Aerostar and Econoline/Club Wagon and $1,500 on Bronco.

The dealer paybacks on carryover 1990 Mercury cars are $1,000 on Topaz, $1,300 on Sable, $1,400 on Cougar and $1,500 on Grand Marquis.

Lincoln dealer rebates have ben extended through Oct. 2. They are $1,500 to $2,000 on Town Car and $1,000 to $2,000 on Continental and Mark VII, based on number sold.

At GM, consumer rebates on some 1991 Chevrolet, Geo and Pontiac models have been scaled back $200 to $500. The GM new incentive program runs through Dec. 12.

Chevrolet's consumer rebates on 1991 and 1990 cars and trucks range from $500 to $1,250. As an alternative, finance rates of 7.9 percent for 48 months and 10.9 percent for 60 months are available.

Rebates on Geos are $500 on 1991 and 1990 Metro and Storm. The 1991 Prizm carries an $800 rebate, down $200 from the previous program, and the 1990 model has a $1,250 rebate.

Cash allowances on 1991 Chevrolets are $500 on Cavalier, Corsica (down $250), Beretta (down $250) and Camaro (down $500); $750 on Lumina; and $1,000 on Caprice.

Cash paybacks on 1990 Chevrolets are $500 on Cavalier, Corsica and Lumina; $750 on Beretta; and $1,000 on Camaro.

Geo Tracker offers rebates of $500 and $1,000 on the 1991 two-wheel-drive and four-wheel-drive models and $1,000 on 1990 models.

Rebates on Chevrolet trucks are $500 on 1991 Astro and $600 on the 1990 model; $500 on 1991 G-Van and $1,000 on the 1990 model; $1,000 on the 1991 and 1990 V Blazers; $1,000 on the 1991 and 1990 Suburbans; $500 on the 1991 and 1990 Lumina APV; and $750 on the 1991 and 1990 R/V pickup and cab-chassis.

Also, $500 and $1,000 on 1991 two-door and four-door S/T Blazers; $1,000 on 1990 S/T Blazers; $1,000 on 1991 and 1990 S/T pickups; and $500 on 1991 and 1990 C/K 1500-3500 pickups and cab-chassis models with automatic transmission and the 1990 model with manual transmission.

Pontiac's new consumer incentives include $500 on 1991 Firebird (down $500) and $1,000 on the 1990 model. Other rebates on 1991 and 1990 models are $500 on Sunbird, Bonneville and Trans Sport; and $750 on LeMans, 6000, Grand Am and Grand Prix.

In lieu of the cash rebates, Pontiac is offering finance rates of 7.9 percent for up to 48 months and and 10.9 percent for contracts up to 60 months on both 1991 and 1990 models.

Oldsmobile's 1991 model rebates are $500 on Silhouette; $750 on 88 and Cutlass Calais, Ciera and Supreme; and $1,500 on Toronado. The Custom Cruiser, 98 and Bravada do not carry incentives.

Rebates on Oldsmobile carryover 1990 models are $1,500 on Silhouette, 88, Custom Cruiser, 98 and Cutlass Calais and Ciera; $2,500 on Toronado; and $2,500 on Cutlass Supreme base coupe and sedan (but $2,000 on all other models).

Oldsmobile dealers may offer a special finance rate of 4.8 percent for 48 months in lieu of the 1990 rebates or 7.9 percent up to 48 months in lieu of 1991 rebates. A 10.9 percent rate for up to 60 months is available in lieu of rebates for either 1991 or 1990 models.

Buick announced rebates of $500 to $1,000 on Skylark, Century, Regal and LeSabre; $1,000 on Riviera; and $3,000 on Reatta. The payments are based on the option package ordered. The Park Avenue, Park Avenue Ultra and Estate Wagon are not included in the program.

In lieu of rebates, Buick is offering buyers finance rates of 3.9 percent for 24 months, 5.9 percent for 36 months, 7.9 percent for 48 months and 10.9 percent for 60 months.

Cadillac's buyer incentive program offers $1,500 on the 1991 Brougham and 1990 DeVille/Fleetwood, Seville, Eldorado and Brougham. No special financing is offered.

Volkswagen United States Inc. extended its dealer rebate of $500 on 1990 Fox indefinitely.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Ford Motor Co. (1991 models)						
Ford cars	$500	7.9	7.9	7.9		Dec. 11
Ford Bronco	$1,000	7.9	7.9	7.9		Dec. 11
Other trucks	$500	7.9	7.9	7.9		Dec. 11
Mercury	$500	7.9	7.9	7.9		Dec. 11
General Motors (1990 models)						
Buick Reatta*	$3,000	3.9	5.9	7.9	10.9	Dec. 12
Other Buick*	$250-$1,000	3.9	5.9	7.9	10.9	Dec. 12
Cadillac	$1,500					Dec. 12
Chevrolet Geo	$500-$1,250	7.9	7.9	7.9	10.9	Dec. 12
Other cars	$500-$1,000	7.9	7.9	7.9	10.9	Dec. 12
Geo Tracker	$1,000	7.9	7.9	7.9	10.9	Dec. 12
Other trucks	$500-$1,000	7.9	7.9	7.9	10.9	Dec. 12
Oldsmobile	$1,500-$2,500	4.8	4.8	4.8	10.9	Dec. 12
Pontiac	$500-$1,000	7.9	7.9	7.9	10.9	Dec. 12
*Based on option package selected						
General Motors (1991 models)						
Buick Reatta*	$3,000	3.9	5.9	7.9	10.9	Dec. 12
Other Buick*	$250-$1,000	3.9	5.9	7.9	10.9	Dec. 12
Cadillac Brougham	$1,500					Dec. 12
Chevrolet Geo	$500-$800	7.9	7.9	7.9	10.9	Dec. 12
Other cars	$500-$1,000	7.9	7.9	7.9	10.9	Dec. 12
Geo Tracker	$500-$1,000	7.9	7.9	7.9	10.9	Dec. 12
Other trucks	$500-$1,000	7.9	7.9	7.9	10.9	Dec. 12
Oldsmobile	$500-$1,500	7.9	7.9	7.9	10.9	Dec. 12
Pontiac	$500-$750	7.9	7.9	7.9	10.9	Dec. 12
*Based on option package selected						
Hyundai (1990)	$500-$1,250					Oct. 2
Mazda (1990 models)						
323	$750					Oct. 2
Protege	Free air or auto. trans.					Oct. 2
626, MX-6	$1,000-$1,500					Nov. 2
MPV	$500-$750 discount on option packages					Nov. 2
Trucks	$750 plus free option package					Oct. 2
Nissan (1990 models)						
Sentra	$1,000-$1,200					Oct. 2
Trucks	$1,000					Oct. 2
Subaru						
Justy (1989-90)	$500-$1,000					Oct. 2
Loyale (1990)	$800-$1,200					Oct. 2
Suzuki (1990 models)*						
Swift	$400-$1,500					Oct. 2
Samurai	$1,000					Oct. 2
Sidekick	$1,000-$2,500**					Oct. 2
Suzuki (1991 models)*						
Sidekick	$500-$600					Oct. 2

*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California

Note: Some makers offer rebates to buyers of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1989-90-91 models)		
All cars and trucks	$250-$1,000, quota	Dec. 31
Ford Motor Co. (1990 models)		
Ford cars	$700-$1,400	Dec. 11
Taurus SHO	$3,000	Dec. 11
Trucks	$1,000-$1,500	Dec. 11
Mercury	$1,000-$1,500	Dec. 11
Continental, Mark VII	$1,000-$2,000 based on number sold	Oct. 2
Audi (1990 models)		
100 Series	$3,000	Dec. 31
Hyundai (1989-90 models)		
Excel	$200-$500, quota	Oct. 2
Sonata	$350	Oct. 2
Nissan		
Stanza (1990 models)	$100-$1,000, based on number sold	Oct. 2
Trucks (1990-91 models)	$100-$200, based on number sold	Nov. 2
Peugeot (1989 models)		
405	$2,500-$3,500	None
Subaru (1990 models)		
Legacy	$1,500-$2,500	Oct. 2
Suzuki (1990 models)*		
Swift	$400-$1,500	Oct. 2
Sidekick	$1,000-$2,500**	Oct. 2
Suzuki (1991 models)*		
Sidekick	$500-$600	Oct. 2
Toyota (1989-1990 models)		
Tercel, Camry, Corolla	$200-$1,200, quota	Nov. 2
Toyota (1991 models)		
Corolla, Camry	$200-$1,000, quota	Nov. 2
Volkswagen (1990 models)		
Golf	$500	Dec. 31
Fox	$500	None
Corrado	$1,500	None

*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California

Note: Some makers offer rebates to dealers on sales of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

Battle ends; Toyota gets Mid-Atlantic

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

The battle between Toyota Motor Sales U.S.A. Inc. and distributor Mid-Atlantic Toyota will officially be put to rest today when Toyota takes over distribution in the five-state region.

Last week, Mid-Atlantic Toyota and Toyota Motor Sales reached an agreement after a three-month dispute. The two parties announced they had resolved "all disputes, which included business and constitutional matters."

Central Atlantic Toyota Distributors Inc., a new Toyota subsidiary, takes over for Mid-Atlantic. The distributorship served Pennsylvania, Delaware, Maryland, Virginia, West Virginia and the District of Columbia.

Toyota tried to take over Mid-Atlantic in 1987. Mid-Atlantic blocked that move, but an ensuing deal gave Toyota the right to take over distribution in three years.

In June, Toyota said it could run a better operation and told Mid-Atlantic it planned to take control Oct. 1. Mid-Atlantic said it wouldn't honor the 1987 agreement. Mid-Atlantic then filed suit, charging among other things that Toyota defrauded Mid-Atlantic.

Last week's settlement included a statement by Toyota that Mid-Atlantic was free to contact members of Congress on matters regarding Toyota. Mid-Atlantic had accused Toyota of infringing on its employees' constitutional rights.

A two-year stipend of $137.50 per vehicle was included in the 1987 agreement. That amount was to be paid to Mid-Atlantic for every Toyota sold in the region during the two years after Toyota took over. Based on Mid-Atlantic's sales history — the company delivered 82,462 vehicles in 1989 — that could amount to more than $20 million.

VOLVO

FROM PAGE 2

doesn't suit them," which he wasn't free to do as a "hired hand in the corporate environment."

Ahlstrom laughed when he was reminded of those comments. "You bet. That's what I'm really looking forward to," he said. He plans to pick a new field outside the auto business.

Ahlstrom, a naturalized U.S. citizen, will remain on the boards of a number of companies with connections to Volvo: IJ Holdings, the parent company of Minstar, a boat company in which Volvo has a 20 percent stake; Park Ridge Corp., the parent company of Hertz Corp., 26 percent owned by Volvo; Volvo GM Heavy Truck Corp.; and several Volvo companies outside North America.

North America is Volvo's single largest car market, accounting for about 38.6 percent of the car division's worldwide gross sales in 1989.

Total car sales worldwide were about $6.92 billion in 1989, or about 8.8 percent above the previous year. Car sector operating income worldwide, however, fell 46.2 percent, compared with 1988, to $312 million. And the 1989 operating income figure was 65.2 percent below 1986.

CAW gives GM until Oct. 10

By Jim Robinson
SPECIAL CORRESPONDENT

TORONTO — The Canadian Auto Workers marked midnight Oct. 10 as its strike deadline with General Motors of Canada.

CAW President Bob White wants an agreement for GM of Canada's 36,500 hourly workers that follows the pattern set at Ford. That package, reached Sept. 23 after a week-long strike, included wage increases, reduced hours and job-security protection.

GM's agenda includes improving attendance, becoming more cost competitive and achieving greater flexibility in the workplace.

White said local issues at GM will be more difficult than they were at Ford. "We could easily have a strike on local issues if we don't get those issues addressed."

One of those is the GM van plant in Scarborough, Ontario. The plant is set to close in June 1992, and White said the CAW wants a commitment to keep the plant open for the life of the agreement, which would expire in 1993. If the jobs are lost, the union wants to apply its worker security program.

At Ford of Canada, 91 percent of the 12,800 workers approved their three-year agreement. It provides cost-of-living and wage increases averaging 6.4 percent each year, security against job losses, and reduced work time by 32 hours a year.

HEALTH

FROM PAGE 1

health care premiums for single retirees under 65 and $5,650 for joint coverage.

For retirees who are over 65 and are on Medicare, AT&T will pay a maximum $500 per year in premiums for single coverage and $1,800 for joint coverage. Retirees on Medicare will be reimbursed a maximum of only $33 a month for doctor's visits.

"A lot of our people considered this concessionary; we had consternation about it," said Judi Wicker, secretary-treasurer of Communication Workers of America Local 4009 in Southfield, Mich.

AT&T hopes to attract at least 70 percent of its workers to the network. Currently, only 10 percent of the work force is enrolled in a managed care program, and AT&T's health care costs have been rising more than 10 percent a year. Lynch said AT&T spent $1.1 billion on health care last year.

The company hopes to bring its costs down to single digit increases; similar to what was achieved at Southwestern Bell Telephone Co. in St. Louis.

Milton King, district manager for benefits at Southwestern Bell, said that since its network was put in place three years ago, 65 percent of the work force, also represented by the Communication Workers of America, has enrolled.

King said the company's health care costs have increased less than 10 percent per employee annually since the program was enacted, compared to annual increases of 15 percent to 17 percent before.

"Managed care will be the trend of the future," said Margaret Mellen, a health care specialist with the Detroit office of Towers, Perrin, Foster & Crosby Inc., a health care consulting company. "Savings vary all over the place," she said, "generally from 10 percent to 15 percent."

A 1989 survey by A. Foster Higgins Inc., a health care consulting firm in New York, showed that when retirees under the age of 65 make up more than 30 percent of a company's retirees, the average medical cost is about 16 percent higher than for employers with 30 percent or fewer retirees in that age group because retirees aren't eligible for supplemental Medicare benefits until age 65.

GM's average retirement age is 58, said spokesman John Maciarz. Based on the ages of the company's 240,000 retirees, excluding 64,644 surviving spouses, at least 40 percent are in the under-65 category.

With 98,000 retirees over age 70, people most likely to be hospitalized according to health care experts, GM still faces stiff charges because Medicare does not pick up all hospital charges. For example, GM pays a $592 deductible for the first 60 days of hospitalization, $148 a day for the 61st through 90th day, $296 a day for the 91st through 150th day and 100 percent beyond 150 days.

Of GM's $2.9 billion health care bill last year, 59.2 percent was for hospital and surgical treatment.

GM already has a managed health care plan, but employees are not penalized for electing traditional coverage. As of last year, 45 percent of the hourly and 71 percent of the salaried workers were in a managed plan, but only 16 percent of the retirees were outside traditional coverage.

PRODUCTION

U.S. CAR

	Week Ended Sept. 29, 1990	Week Ended Sept. 22, 1990	Sept. Est.	Jan. 1 to Sept. 29, 1990	Jan. 1 to Sept. 30, 1989
Horizon	0	0	0	4,327	23,095
Sundance	2,600	2,357	9,084	64,510	78,288
Acclaim	3,600	3,353	13,546	83,416	95,554
Total Plymouth	**6,200**	**5,710**	**22,630**	**152,253**	**196,937**
LeBaron A	0	0	0	8,064	0
LeBaron J	1,400	1,418	5,314	39,507	80,154
LeBaron GTS	0	0	0	0	2,946
N. Yorker C-Class	600	789	2,470	29,762	64,639
Fifth Avenue	900	1,397	4,427	25,285	14,390
Imperial	500	610	1,713	14,300	0
Total Chrysler	**3,400**	**4,214**	**13,924**	**116,918**	**162,129**
Omni	0	0	0	4,078	24,348
Daytona	900	932	3,494	26,314	63,183
Shadow	2,700	2,511	9,642	72,570	75,462
Dynasty	3,100	3,747	11,946	88,305	100,126
Lancer	0	0	0	0	1,528
Spirit	3,200	2,417	11,495	75,292	81,259
Total Dodge	**9,900**	**9,607**	**36,577**	**266,559**	**345,906**
CHRYSLER MOTORS	**19,500**	**19,531**	**73,131**	**535,730**	**704,972**
Escort	8,106	6,879	27,697	176,489	252,804
Mustang	3,659	3,584	10,151	98,878	153,557
Tempo	3,189	3,383	9,089	99,006	112,403
Taurus	3,714	7,829	22,069	260,235	268,822
Thunderbird	0	3,378	9,457	87,873	115,865
Total Ford Div.	**18,668**	**25,053**	**78,463**	**722,481**	**903,451**
Topaz	1,211	818	2,857	37,244	52,626
Cougar	0	2,247	6,290	58,381	98,511
Sable	1,526	2,651	7,245	79,873	88,182
Total Mercury	**2,737**	**5,715**	**16,392**	**175,498**	**239,319**
Continental	1,210	1,221	4,682	45,182	47,677
Mark VII	213	211	821	15,669	15,401
Town Car	2,842	2,859	11,004	114,130	90,469
Total Lincoln	**4,265**	**4,291**	**16,507**	**174,981**	**153,547**
Total L-M Div.	**7,002**	**10,007**	**32,899**	**350,479**	**392,866**
FORD MOTOR CO.	**25,670**	**35,060**	**111,362**	**1,072,960**	**1,296,317**
Skyhawk	0	0	0	0	6,913
Skylark/Somerset	2,184	2,042	7,826	68,464	46,047
Century	2,015	2,043	7,766	50,944	98,584
Riviera	606	458	1,916	16,765	14,345
Electra/Park Ave.	3,043	2,847	11,024	40,107	60,130
LeSabre (fwd)	3,519	3,166	12,861	121,449	114,727
LeSabre (rwd)	0	0	0	4,022	5,363
Reatta	0	0	0	5,277	4,418
Total Buick	**11,367**	**10,556**	**41,393**	**307,028**	**350,527**
Eldorado	631	470	1,967	16,023	21,988
Seville	627	476	1,965	26,577	16,157
Brougham (rwd)	1,080	1,045	3,779	23,245	28,172
DeVille (fwd)	4,175	3,945	14,898	121,267	150,100
Allante	88	88	193	3,243	2,317
Total Cadillac	**6,601**	**6,024**	**22,802**	**190,355**	**218,734**
Cavalier	9,572	8,871	34,576	253,506	270,287
Camaro	1,920	2,010	7,730	56,303	76,413
Celebrity	0	0	0	0	70,349
Corsica/Beretta	6,160	6,132	23,486	215,351	290,429
Caprice	0	5,920	15,327	176,399	135,112
Corvette	633	645	2,341	17,582	19,364
Total Chevrolet	**18,285**	**23,578**	**83,460**	**719,141**	**861,954**
Calais	2,406	2,407	8,611	77,588	68,566
Cutlass Ciera	1,480	1,494	5,639	55,511	66,397
Cutlass Supreme	2,585	2,388	9,446	70,473	78,342
Toronado	384	265	1,175	11,766	6,644
88 (fwd)	2,361	2,217	8,661	78,580	103,735
88 (rwd)	0	0	0	1,214	5,887
98	1,025	490	1,921	34,872	54,578
Total Oldsmobile	**10,241**	**9,261**	**35,453**	**330,004**	**384,149**
Sunbird	4,000	3,867	14,769	119,140	108,597
Grand Am	5,400	5,154	19,242	158,802	181,046
Firebird	1,230	1,173	4,280	33,384	42,686
Grand Prix	3,595	3,410	13,225	91,509	99,148
Pontiac 6000	1,448	1,512	5,712	43,046	62,514
Bonneville	2,143	2,201	7,126	60,015	71,152
Safari/Parisienne	0	0	0	0	2,691
Total Pontiac	**17,816**	**17,317**	**64,354**	**505,896**	**567,834**
Total Saturn*	**150**	**150**	**575**	**1,075**	**0**
GENERAL MOTORS	**64,460**	**65,886**	**248,037**	**2,053,499**	**2,383,198**
DIAMOND-STAR	**3,502**	**3,270**	**13,405**	**101,270**	**55,073**
HONDA	**8,524**	**8,521**	**32,845**	**327,177**	**277,927**
Civic	1,350	1,323	4,990	82,935	99,963
Accord	7,174	7,198	27,855	244,242	177,964
MAZDA†	**4,105**	**4,060**	**15,699**	**132,845**	**153,316**
NISSAN	**2,450**	**2,078**	**7,744**	**62,545**	**89,446**
NUMMI	**4,000**	**3,818**	**12,818**	**148,068**	**149,780**
Corolla	2,000	1,949	6,409	74,514	60,571
Geo Prizm/Nova	2,000	1,869	6,409	73,554	89,209
SUBARU-ISUZU	**900**	**789**	**3,129**	**21,632**	**0**
TOYOTA	**4,327**	**4,377**	**16,497**	**162,942**	**183,634**
TOTAL CARS, U.S.	**137,438**	**148,382**	**534,657**	**4,618,668**	**5,213,663**
TOTAL CARS, CANADA	**24,469**	**14,684**	**80,758**	**792,872**	**722,883**
U.S., CANADA CARS	**161,907**	**163,066**	**615,415**	**5,411,540**	**5,936,546**
U.S., CANADA CARS AND TRUCKS	**265,321**	**264,266**	**999,070**	**9,063,475**	**9,837,267**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe *Estimated

CANADIAN CAR

	Week Ended Sept. 29, 1990	Week Ended Sept. 22, 1990	Sept. Est.	Jan. 1 to Sept. 29, 1990	Jan. 1 to Sept. 30, 1989
Monaco	0	0	1,932	8,823	0
Premier	0	0	335	7,812	28,261
CHRYSLER MOTORS	**0**	**0**	**2,267**	**16,635**	**28,261**
Tempo	2,864	0	5,359	85,845	100,151
Topaz	1,215	0	2,291	32,412	42,600
Crown Victoria	2,667	0	7,935	89,861	88,854
Grand Marquis	2,853	0	7,589	82,442	96,017
FORD MOTOR CO.	**9,599**	**0**	**23,174**	**290,560**	**327,622**
Celebrity	0	0	0	20,319	16,595
Cutlass Ciera	1,774	1,780	5,691	59,178	98,421
Lumina	5,348	5,337	20,767	162,933	113,027
Regal	2,603	2,663	10,313	73,163	59,369
GENERAL MOTORS	**9,725**	**9,780**	**36,771**	**315,593**	**287,412**
CAMI*	**850**	**850**	**3,400**	**26,350**	**0**
HONDA	**2,150**	**2,085**	**8,011**	**77,894**	**62,475**
HYUNDAI	**825**	**643**	**2,793**	**16,013**	**0**
TOYOTA	**1,200**	**1,221**	**3,922**	**43,794**	**11,139**
VOLVO	**120**	**105**	**420**	**6,933**	**5,974**
TOTAL CARS, CANADA	**24,469**	**14,684**	**80,758**	**792,872**	**722,883**

U.S. TRUCK

Caravan	1,000	843	2,621	69,683	79,163
Dakota	2,100	1,803	7,649	53,910	73,796
Caravan C/V	0	0	0	4,171	5,248
Ram pickups	3,200	2,686	11,497	80,048	73,988
Total Dodge	**6,300**	**5,332**	**21,767**	**207,812**	**232,195**
Cherokee	3,900	2,913	13,870	117,621	166,261
Comanche	300	289	1,181	6,486	21,861
Grand Wagoneer	0	260	585	5,257	8,074
Wagoneer	100	83	387	2,925	5,999
Total Jeep	**4,300**	**3,545**	**16,023**	**132,289**	**202,195**
Voyager	600	825	2,075	64,910	74,041
Town & Country	0	0	0	2,078	3,084
Total C-P Div.	**600**	**825**	**2,075**	**66,988**	**77,125**
CHRYSLER MOTORS	**11,200**	**9,702**	**39,865**	**407,089**	**511,515**
Aerostar	5,800	4,941	19,971	159,570	170,173
Bronco	993	989	3,652	38,945	56,090
Bronco II/Explorer	5,777	6,769	22,743	148,171	88,846
Navajo	555	638	2,281	4,242	0
Econoline	2,108	4,177	9,307	138,499	169,226
Mediums/Heavies	0	1,163	2,092	39,152	45,912
Light trucks	10,353	9,894	38,341	348,050	398,156
Ranger	6,372	6,247	22,885	212,612	237,516
Total Ford Div.	**31,958**	**34,818**	**121,272**	**1,089,241**	**1,163,919**
FORD MOTOR CO.	**31,958**	**34,818**	**121,272**	**1,089,241**	**1,163,919**
Astro	2,840	3,443	11,630	97,899	124,066
Blazer	358	379	1,383	13,557	21,646
Lumina APV	1,865	1,625	5,901	65,128	0
Mediums/Heavies	508	600	1,852	8,680	8,710
P-Model	650	635	2,170	17,960	23,707
Pickups	7,655	8,500	30,156	302,753	308,386
S-10	4,848	4,417	17,808	175,073	197,081
S-10 Blazer	4,103	3,833	15,011	85,307	142,849
Sportsvan/Van	1,383	1,380	5,252	46,039	75,162
Suburban	1,683	1,846	6,409	54,445	59,992
Total Chevrolet	**25,893**	**26,658**	**97,572**	**866,841**	**957,880**
Jimmy	110	100	386	4,157	6,420
Mediums/Heavies	432	478	1,687	9,455	14,693
P-Model	50	47	252	2,354	3,201
Pickups	2,248	2,658	8,855	104,277	92,533
S-15/Sonoma	1,012	977	4,031	40,215	46,081
S-15 Jimmy	1,141	1,409	4,725	28,376	40,933
Safari	920	1,082	3,503	34,253	33,141
Suburban	659	543	2,425	26,584	24,160
Vandura/Rally Vans	537	531	2,027	17,209	22,239
Total GMC	**7,109**	**7,825**	**27,891**	**266,880**	**277,460**
Olds Silhouette	237	200	769	24,577	0
Pontiac Trans Sport	881	788	2,915	40,094	0
GENERAL MOTORS	**34,120**	**35,471**	**129,147**	**1,198,392**	**1,235,340**
NAVISTAR	**1,580**	**1,607**	**5,729**	**55,166**	**60,982**
NISSAN	**2,228**	**2,443**	**8,993**	**106,205**	**91,205**
SUBARU-ISUZU	**1,314**	**639**	**3,811**	**24,116**	**0**
AM GENERAL	**450**	**450**	**1,800**	**17,190**	**17,190**
MISCELLANEOUS	**3,000**	**3,000**	**12,000**	**114,600**	**108,600**
TOTAL TRUCKS, U.S.	**85,850**	**88,130**	**322,617**	**3,011,999**	**3,188,751**

CANADIAN TRUCK

Caravan	2,003	2,537	7,365	93,921	108,779
Caravan C/V	0	0	0	5,610	8,550
Ram Wagon	300	0	866	17,303	20,130
Ram Van	1,620	0	4,500	43,121	53,361
Total Dodge	**3,923**	**2,537**	**12,731**	**159,955**	**190,820**
Voyager	1,753	1,805	6,295	75,489	94,167
Total Plymouth	**1,753**	**1,805**	**6,295**	**75,489**	**94,167**
Wrangler	1,500	1,125	5,432	44,835	61,754
Total Jeep	**1,500**	**1,125**	**5,432**	**44,835**	**61,754**
CHRYSLER MOTORS	**7,176**	**5,467**	**24,458**	**280,279**	**346,741**
FORD MTR. (L. trks.)	**2,908**	**0**	**8,051**	**103,410**	**117,561**
Light trucks	3,380	4,559	14,641	127,911	120,588
Vans	1,442	1,305	5,196	38,777	44,267
Total Chevrolet	**4,822**	**5,864**	**19,837**	**66,688**	**164,855**
Light trucks	1,500	650	4,056	47,490	53,179
Vans	508	439	1,744	15,645	21,014
Total GMC	**2,008**	**1,089**	**5,800**	**63,135**	**74,193**
GENERAL MOTORS	**5,830**	**6,953**	**25,637**	**229,823**	**239,048**
CAMI*	**650**	**650**	**2,600**	**20,800**	**0**
NAVISTAR	**0**	**0**	**292**	**6,858**	**8,620**
TOTAL TRKS., CANADA	**17,564**	**13,070**	**61,038**	**630,336**	**711,970**
U.S., CANADA TRKS.	**103,414**	**101,200**	**383,655**	**3,651,535**	**3,900,721**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz. *Estimated

Output slips; cars, trucks feel pinch

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

U.S. auto production last week fell 7.38 percent below the previous week and 9.12 percent below the same week last year.

So far this year, 4,618,668 cars have been assembled, 11.41 percent below 1989.

Truckmakers' scheduled build last week fell 2.59 percent below the prior week, but it was 7.77 percent ahead of the year-ago week.

Year-to-date, 3,011,999 trucks have been built, 5.54 percent below last years total.

Last week, General Motors' Detroit truck plant closed for four weeks for inventory adjustment. GM's Moraine, Ohio, S-truck facility will be idle this week for inventory adjustment.

GM's Flint, Mich., plant will also be idle this week with line one returning Oct. 8 and line two Oct. 15. The Flint plant produces full-sized Blazer, Jimmy and Suburban wagons.

GM scheduled Saturday overtime last week at the Bowling Green, Ky., Corvette plant.

Ford Motor Co. will idle its Edison, N.J., plant this week because of facility adjustments related to the launch of the Ranger, which the plant has assembled since Sept. 10.

Ford resumes output this week at the Chicago car plant; the Lorain, Ohio, car and truck facilities; and the Louisville, Ky., truck facility.

The plants were closed for inventory adjustment.

Slated for Saturday overtime last week were Ford's Wayne, Mich., car plant and its St. Louis and Kansas City, Mo., truck operations.

Chrysler Corp.'s Dodge City truck plant in Warren, Mich., scheduled two overtime shifts last Saturday.

Ford returns; Canada climbs

As Ford of Canada workers returned to assembly lines after a one-week strike, Canadian auto production jumped 66.64 percent above the previous week and 5.97 percent above the year-ago week.

So far this year, 792,872 cars have been produced, 9.68 percent above the 1989 total.

Truckmakers assembled 34.38 percent more vehicles last week than the prior week but fell 15.00 percent below the year-ago week.

Year-to-date, 639,936 trucks have been assembled, 10.12 below last year's total.